**ARKANSAS**
Department of
**WORKFORCE**
**EDUCATION**

# CAREER AND TECHNICAL EDUCATION

## Operational Guide

## for

## Occupational and Support Programs

## BUSINESS AND MARKETING TECHNOLOGY

**July 1, 2005**

| Summary of Changes in Operational Guide | |
|---|---|
| **February 14, 2005**<br><br>**Updated:**<br>• **Course Codes**<br>• **Equipment Lists** | **April 1, 2005**<br><br>**Added:**<br>• **Pathway - Program of Study Crosswalk**<br>• **Technology Standards for 2006-07**<br>**Rearranged:**<br>• **Technology Standards for Career Guidance Areas** |
| **July 1, 2005**<br><br>**Corrections:** | |
| • **Course Codes** | • **Pathway Name** |

| Changes (4/1/05) |
|---|
| **Course Codes:** |
| Incomplete sentences in numerous course code descriptions are completed. |
| 460010 EAST/Workforce Technology added. |
| **Business/Marketing Technology:** |
| Specific Marketing Minimum Equipment List good for 05-06 only. |

| Changes (7/1/05) |
|---|
| **Course Codes:** |
| 399010 Information Technology Fundamentals – Licensure added. |
| **Business/Marketing Technology:** |
| Middle School Elective Courses:  Course Code 399180 – Computer Technology Applications replaced by Course Code 399040 – Computer Technology:  Intro. |
| Other Middle School Elective Courses:  Course Code 399040 – Computer Technology:  Intro replaced by Course Code 399010 – Information Technology:  Fundamentals. |

## Statement of Assurance

All vocational opportunities are offered without regard to race, color, national origin, sex, handicap, or age.  The following civil rights laws protect individuals from discrimination in programs or activities receiving federal financial assistance:

> Title IV of the Civil Rights Act of 1964
> Title IX of the Education Amendments of 1972
> Section 504 of the Rehabilitation Act of 1973
> Age Discrimination Act of 1975

**RELATED LINK:**  Go to the Department of Labor for assistance with specific laws and regulations, http://www.dol.gov/dol/compliance/compliance-majorlaw.htm.

| Summary of Dates/Forms Associated with Instructional Programs | | |
|---|---|---|
| **Date** | **Form # and Web Site Address** | **Name of Form** |
| September 3 | **(http://dwe.arkansas.gov/CareerandTechEducation/TeacherInformationSystem.htm)** | Computer submission of **Teacher Information** |
| October 1 | | Notification by letter of schools using concurrent credit to meet standards |
| October 1 | **WE-92 (http://dwe.arkansas.gov/CTESCTENewandExpandedPrograms.htm)** | C & T New Program Start-up Proposals |
| March 15 | **WE-4 (http://dwe.arkansas.gov/CTESCTENewandExpandedPrograms.htm)** | Reimbursement for C & T New Program Equipment |
| 2 weeks prior to beginning of class | **WE-6 (http://dwe.arkansas.gov/CTESCTEReporting%20Forms.htm)** | Application for Adult Skill Training Class (no classes will be approved after May 1) |
| No later than 2 weeks after completion of class | **WE-PD (http://dwe.arkansas.gov/CTESCTEReporting%20Forms.htm)** | Adult Skill Training Class Enrollment Report (all reimbursement requests must be received by May 30) |

**ARKANSAS DEPARTMENT OF WORKFORCE EDUCATION**
**Three Capitol Mall**
**Little Rock, AR 72201**
**Web Site Address: http://dwe.arkansas.gov**

## CAREER AND TECHNICAL EDUCATION

| | | |
|---|---|---|
| **John L. Davidson, Deputy Director** | **Room 401** | **(501) 682-1040** |
| **E-mail:  john.davidson@arkansas.gov** | **Fax:** | **(501) 682-1026** |

**Accountability and Funding**
(**http://dwe.arkansas.gov/CTESCTEPerkinsInfo.htm**)
**Room 407      (501) 682-1528**
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**Mary Ellen Koettel, Program Analyst**
**E-mail: mary.koettel@arkansas.gov**
  **Perkins and related federally funded programs**
  **Career and technical education coordinators**

## Occupational Programs:

**Office of Business/Marketing Technology**
(**http://dwe.arkansas.gov/BusinessMarketing.htm**)
**Room 502      (501) 682-1768**
**Fax:    (501) 682-1268**
  **Cluster responsibility:  Business, Management, &**
  **Administration; Finance; Information Technology;**
  **Marketing, Sales, & Service**
**Sandra Porter, Program Manager**
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# PROGRAM APPROVAL PROCESS

If a program was **conditionally approved** during the previous year and one of the following actions apply the following year, then the district will receive the program status indicated.

| ACTION | STATUS TO RECEIVE |
|---|---|
| Problems are corrected | **FULL APPROVAL** |
| Problems not corrected | Disapproval |
| Critical elements from previous year received, and improvement plan not submitted | Disapproval |

If a program had **full approval** during the previous year and one of the following actions apply the following year, then the district will receive the program status indicated.

| ACTION | STATUS TO RECEIVE |
|---|---|
| No CTSO previous year | Conditional Approval |
| No program of study | Conditional Approval |
| No required foundations (reviewed by appropriate program area) | Conditional Approval |
| Core not offered every year | Conditional Approval |
| Meets all DWE standards | **FULL APPROVAL** |

Program approval items reviewed during technical assistance visits and as information is available:

1. All report card items

    A. Completers
    B. Career and technical assessment
    C. Academic attainment
    D. Placement
    E. Nontraditional numbers

2. Advisory councils and meeting minutes

3. Safety issues

4. Any item noted as lacking in technical assistance visit

| CAREER CLUSTER PATHWAY – PROGRAM OF STUDY CROSSWALK | |
|---|---|
| **2004-05 Program of Study Name** | **2005-06 Pathway – Program of Study Name** |

### Business/Marketing Technology

#### Cluster:  BUSINESS, MANAGEMENT & ADMINISTRATION

| | |
|---|---|
| Business Administration/Office Administration | Administration & Information Support/Office Administration |
| Business Administration/Management | Management - Business Administration/Management |

#### Cluster:  FINANCE

| | |
|---|---|
| Banking | Banking & Related Services - Banking |
| Finance | Business & Financial Management - Finance |

#### Cluster:  HOSPITALITY AND TOURISM

| | |
|---|---|
| Toursim | Travel & Tourism – Hospitality |
| Lodging | Travel & Tourism - Lodging |

#### Cluster:  INFORMATION TECHNOLOGY

| | |
|---|---|
| Information Management/Desktop Publishing | Interactive Media - Information Management/Desktop Publishing |
| Information Management/Multimedia | Interactive Media - Information Management/Multimedia |
| Information Management/Programming | Programming/Software Engineering - Information Mgmt/Programming |
| Programming | Programming/Software Engineering - Oracle |

#### Cluster:  MARKETING, SALES, & SERVICE

| | |
|---|---|
| Marketing | Marketing Information Management & Research – Marketing Tech |

Career & Technical Education

# CLUSTER: BUSINESS MANAGEMENT & ADMINISTRATION; FINANCE; and INFORMATION TECHNOLOGY (all pathways)

**492020      Banking & Finance Consumer Lending**
Credit: .5   Grade Levels: 11-12
Banking and Finance Marketing is a one-semester course that focuses on marketing in the banking industry.  Emphasis is placed on customer satisfaction and service quality, implementation of marketing plans, and the future of bank marketing.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:          031       Business Education (Secretarial)
                                                  032       Business Education
                                                  040       Marketing Education
                                                  222       Marketing Technology
                                                  225       Business Technology

**492030      Banking & Finance Law**
Credit: .5   Grade Levels: 11-12
Banking and Finance Law is a one-semester course that assists the student in understanding the legal environment in which depository institutions exist.  Students study basic concepts in business law in the areas of contract law, agency law, property law, commercial paper law, and credit law.  This curriculum is adopted from Wisconsin Finance Youth Apprenticeship, Wisconsin Department of Industry, Labor, and Human Relations, Bureau of Apprenticeship Standards, Office for Workforce Excellence.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:          031       Business Education (Secretarial)
                                                  032       Business Education
                                                  040       Marketing Education
                                                  222       Marketing Technology
                                                  225       Business Technology

**492040      Banking & Finance Operations/Teller Training**
Credit: .5   Grade Levels: 11-12
Banking and Finance Operations is a one-semester course that assists the student in understanding the United States payment system and daily operations of depository institutions.  Students study regulatory framework, the U.S. payment system, the check collection system, money creation, internal controls, financial statements, and risks.  This curriculum is adapted from Wisconsin Finance Youth Apprenticeship, Wisconsin Department of Industry, Labor, and Human Relations, Bureau of Apprenticeship Standards, Office for Workforce Excellence.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:          031       Business Education (Secretarial)
                                                  032       Business Education
                                                  040       Marketing Education
                                                  222       Marketing Technology
                                                  225       Business Technology

**492050      Banking & Finance Principles**
Credit: .5   Grade Levels: 11-12
Banking and Finance Principles is a one-semester course that assists the students in understanding the American banking system.  Students study the Federal Reserve System, banking and the economy, functions of depository institutions, and daily transactions of depository institutions.  This curriculum is adopted from Wisconsin Finance Youth Apprenticeship, Wisconsin Department of Industry, Labor, and Human Relations, Bureau of Apprenticeship Standards, Office for Workforce Excellence.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:          031       Business Education (Secretarial)
                                                  032       Business Education
                                                  040       Marketing Education
                                                  222       Marketing Technology
                                                  225       Business Technology

**492060    Business Communications**
Credit: .5   Grade Levels: 10-12
Business Communications is a one-semester course designed to provide students with the communication skills needed in business careers.  The course includes both written and oral communications relating to business activities and is directed toward understanding the language of nonverbal communication and improved listening skills, reading, voice usage, and writing skills.  Emphasis is given to developing competencies in fundamentals, such as spelling, punctuation, grammar, vocabulary, sentence and paragraph structure, English usage, and proofreading.  Applications in writing all types of business documents are valuable components of the course.  Students gain competencies in writing, thinking logically, organizing ideas, writing clearly and concisely, and displaying tact and courtesy in writing.  Technological advancements relating to information, communication, and telecommunications are given emphasis.

Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031      Business Education (Secretarial)
                                                032      Business Education
                                                225      Business Technology


**492070    Business Law I**
Credit: .5   Grade Levels: 11-12
Business Law I is a one-semester course designed to acquaint the student with some of the legal problems and rights encountered in business transactions.  This course will include law and the judicial system; laws relating to minors, consumers, and the business firm; elements of contracts; credit; sales contracts; employment laws; commercial paper; insurance; and property rights.

Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031      Business Education (Secretarial)
                                                032      Business Education
                                                225      Business Technology


**492080    Business Law II**
Credit: .5   Grade Levels: 11-12
Business Law II is a one-semester course designed to acquaint the student with some of the legal problems and rights encountered in business transactions.  This course will include law and the judicial system; laws relating to minors, consumers, and the business firm; elements of contracts; credit; sales contracts; employment laws; commercial paper; insurance; and property rights.

Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031      Business Education (Secretarial)
                                                032      Business Education
                                                225      Business Technology


**492100    Computerized Accounting I**
Credit: 1   Grade Levels: 10-12
Computerized Accounting I is a two-semester course with emphasis on basic accounting principles as they relate to both manual and computerized financial systems.  Instruction is on an integrated basis using computers and electronic calculators as the relationships and processes of manual and computerized accounting are presented.  Entry-level skills in the accounting occupations can be attained.

Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031      Business Education (Secretarial)
                                                032      Business Education
                                                225      Business Technology


**492110    Computerized Accounting II**
Credit: 1   Grade Levels: 11-12
Computerized Accounting II is a two-semester course designed to provide students with the knowledge, understanding, and skill necessary for successful careers in accounting.  Partnership as well as departmental, corporate, and cost accounting systems are components of the course.  Emphasis is given to the computerized/automated functions in accounting.

Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031      Business Education (Secretarial)
                                                032      Business Education
                                                225      Business Technology

**492120    Computerized Business Applications**
Credit: 1    Grade Levels: 9-12
Computerized Business Applications is a two-semester course designed to prepare students with an introduction to business applications that are necessary to live and work in a technological society.  Emphasis is given to hardware, concepts, and business uses of applications.  The business applications covered are word processing, database, spreadsheet, telecommunications, presentation, and Web page design.  This course will also meet the one unit required in the Standards for Computer Applications.

Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:    031    Business Education (Secretarial)
                                             032    Business Education
                                             034    Data Processing/Computer Permit
                                             037    Computer Tech Permit
                                             225    Business Technology


**492140    Database Applications**
Credit: .5    Grade Levels: 10-12
Database Management is a one-semester course in which students learn to organize data; create, search, and query databases; and use integrated software to combine database with word processing and mail merge.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:    031    Business Education (Secretarial)
                                             032    Business Education
                                             034    Data Processing/Computer Permit
                                             037    Computer Tech Permit
                                             225    Business Technology


**492560    Database Fundamentals – Oracle Internet Academy**
Credit: .5    Grade Levels: 11-12
The data modeling course is largely conceptual in that students are challenged to identify patterns or connections between information that is not obviously related and to identify key or underlying issues in complex situations.  Student activities are designed to include using creative, conceptual, and inductive reasoning.  Students learn how to transform business information needs into entity relationship diagrams and, later, into a relational database.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:    031    Business Education (Secretarial)
                                             032    Business Education
                                             034    Data Processing/Computer Permit
                                             037    Computer Tech Permit
                                             225    Business Technology


**492570    Database Programming – Oracle Internet Academy**
Credit: .5    Grade Levels: 11-12
This course enables users to build data warehouses and data marts; perform an array of integrated reporting; conduct ad-hoc querying and sophisticated analysis, including database optimization and maintenance, forecasting and trending, and market analysis; provide extended database support for online analytical processing, data-mining, and extraction; and perform transformation and loading operations.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:    031    Business Education (Secretarial)
                                             032    Business Education
                                             034    Data Processing/Computer Permit
                                             037    Computer Tech Permit
                                             225    Business Technology

**492150 Desktop Publishing I**
Credit: .5   Grade Levels: 10-12
Desktop Publishing I is a one-semester course that combines the versatility of the microcomputer with page design software, enabling students to produce materials of near photo quality.  The course includes page composition, layout, design, editing functions, and a variety of printing options.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031      Business Education (Secretarial)
                                                032      Business Education
                                                037      Computer Tech Permit
                                                225      Business Technology

**492160 Desktop Publishing II**
Credit: .5   Grade Levels: 10-12
Desktop Publishing II is a one-semester course designed to study the process of analyzing information and audience and choosing the appropriate visual signals to communicate the desired message effectively.  Applied principles are used to analyze and organize information, set up a design structure, and produce special visual expressions.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031      Business Education (Secretarial)
                                                032      Business Education
                                                037      Computer Tech Permit
                                                225      Business Technology

**492530 DWE-Approved Advanced Database and Spreadsheets**
Credit: .5   Grade Levels: 11-12
Students learn advanced techniques in both spreadsheets and database.  In spreadsheets, they use absolute and mixed cell references, use the IF function VLOOKUP, create and edit charts, use and link multiple workbooks, consolidate worksheets, create pivot tables, and write macros.  In database, they create tables using advanced filters, sorts with multiple criteria, default values, input masks, data validation, and lookup fields.  Students complete a final presentation displaying their ability to organize information using a database and analyze it using spreadsheets.  Districts desiring to implement this course should request approval from the Business/Marketing Education Office.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031      Business Education (Secretarial)
                                                032      Business Education
                                                034      Data Processing/Computer Permit
                                                037      Computer Tech Permit
                                                225      Business Technology

**492600 DWE-Approved Business Education**
Credit: 1   Grade Levels: 9-12
This is an individually approved course in business education submitted by the district.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031      Business Education (Secretarial)
                                                032      Business Education
                                                034      Data Processing/Computer Permit
                                                037      Computer Tech Permit
                                                225      Business Technology

**590070 DWE-Approved Business Education**
Credit: 1   Grade Levels: 9-12
Credit: 1   Grade Levels: 9-12
This is an individually approved course in business education submitted by the district.
Does course count in required 38 units and, if yes, how:   No
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031      Business Education (Secretarial)
                                                032      Business Education
                                                034      Data Processing/Computer Permit
                                                037      Computer Tech Permit
                                                225      Business Technology

**492490    DWE-Approved Computer Applications I (9-12)**
Credit: .5    Grade Levels: 9-12
Computer Applications I is a half-unit course designed to provide students with the fundamental computer skills necessary to do well in high school and in virtually all jobs today.  In the area of word processing, students will learn the fundamental skills necessary to create and edit the most widely used documents and use the most commonly used features of a word processor, such as bullets, numbered lists, special characters, borders and shading, fonts, and paragraph and line searching.  The fundamentals in use of scanners, graphics, and Word Art are applied to documents.  Internet searching skills and citing Internet sources are stressed with these applied to a simple PowerPoint presentation.  In the area of spreadsheets, students will be expected to create and edit simple spreadsheets using basic formulas and functions and create a simple graph or chart.  Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:      031      Business Education (Secretarial)
                                              032      Business Education
                                              034      Data Processing/Computer Permit
                                              037      Computer Tech Permit
                                              225      Business Technology

**492500    DWE-Approved Computer Applications II**
Credit: .5    Grade Levels: 9-12
Computer Applications II is a half-unit course designed to provide students with the intermediate computer skills necessary to do well in high school and in virtually all jobs today.  Students will learn techniques that will allow them to create fairly complex word processing and spreadsheet documents.  They will continue their Internet research, applying it to spreadsheets, charts and graphs, and Web pages.  Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:      031      Business Education (Secretarial)
                                              032      Business Education
                                              034      Data Processing/Computer Permit
                                              037      Computer Tech Permit
                                              225      Business Technology

**492510    DWE-Approved Computer Applications III**
Credit: .5    Grade Levels: 9-12
Computer Applications III is a half-unit course designed to provide students with the computer skills necessary to do well in college and needed in most jobs today.  Students will learn techniques that will allow them to create simple to intermediate desktop publishing documents; create, access, and edit databases; use e-mail efficiently and ethically; create advanced electronic presentations; and create Web pages using Web-page design software.  They will continue their Internet research, applying it to advanced electronic presentations and the Web pages they create.  Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:      031      Business Education (Secretarial)
                                              032      Business Education
                                              034      Data Processing/Computer Permit
                                              037      Computer Tech Permit
                                              225      Business Technology

**492520    DWE-Approved Programming III**
Credit: .5    Grade Levels: 9-12
Programming III is a half-unit course that is a continuation of the study of the language taught in Programming II.  Districts desiring to implement this course should request approval from the Business/Marketing Education Office.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:      031      Business Education (Secretarial)
                                              032      Business Education
                                              034      Data Processing/Computer Permit
                                              037      Computer Tech Permit
                                              225      Business Technology

**492550      DWE-Approved Senior Technology Seminar**
Credit: .5    Grade Levels: 12
In this project-based course, students are assigned actual computer projects from the school district and local businesses. The projects may include creating presentations to be used at meetings and seminars, creating advanced databases, maintaining Web pages, customizing database reports and screens, maintaining computers, etc.  Districts desiring to implement this course should request approval from the Business/Marketing Education Office.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:          031        Business Education (Secretarial)
                                                                       032        Business Education
                                                                       037        Computer Tech Permit
                                                                       225        Business Technology

**492540      DWE-Approved Web Design and Multimedia Production**
Credit: .5    Grade Levels: 11-12
Students learn how to use all of the media equipment (digital camera, camcorder, video capture device, and scanner). Students create multimedia presentations, Web pages, and videos.  Emphasis is on good design as well as technical skill as students incorporate the proper combination of text, graphics, video, and sound.  Students also edit and produce sophisticated graphics and "animated gifs" for the Web.  Districts desiring to implement this course should request approval from the Business/Marketing Education Office.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:          031        Business Education (Secretarial)
                                                                       032        Business Education
                                                                       037        Computer Tech Permit
                                                                       225        Business Technology

**492170      Enterprise Management I**
Credit: .5    Grade Levels: 11-12
Enterprise Management I is a one-semester course designed to offer an overview of the American business enterprise system.  It provides a study of various forms of ownership, internal organization, management functions, and financing as they relate to business. The course content focuses on the concepts and practices of small business ownership and management.  The student should be introduced to microcomputer software that is used as a tool for management functions.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:          031        Business Education (Secretarial)
                                                                       032        Business Education
                                                                       040        Marketing Education
                                                                       222        Marketing Technology
                                                                       225        Business Technology

**492180      Enterprise Management II**
Credit: .5    Grade Levels: 11-12
Enterprise Management II is a one-semester course that incorporates applied economics with emphasis on current applications of economic theory, international economics, and small business economic applications.  It is recommended that Economics at Work – developed by the Agency for Instructional Technology, the National Council on Economic Education, and a consortium of state education agencies – be utilized in the second semester as a contextual, multimedia approach designed around five major economic activities, including producing, exchanging, consuming, saving, and investing.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:          031        Business Education (Secretarial)
                                                                       032        Business Education
                                                                       040        Marketing Education
                                                                       222        Marketing Technology
                                                                       225        Business Technology

**492200    Human Resource Management**
Credit: 1    Grade Levels: 11-12
Human Resources Management is a two-semester course designed to teach students the implementation of the strategies, plans, and programs required to attract, motivate, develop, reward, and retain the best people to meet the organizational goals and operational objectives of a company.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:    031    Business Education (Secretarial)
                                            032    Business Education
                                            040    Marketing Education
                                            222    Marketing Technology
                                            225    Business Technology

**492210    Insurance & Risk Management**
Credit: .5    Grade Levels: 11-12
Insurance & Risk Management provides an overview of the insurance industry, including various types of insurance, rates and claims, and career opportunities.  Included are activities that help the student to better understand the importance of insurance and how it affects them both today and through their retirement years.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Licensure required to teach this course:    031    Business Education (Secretarial)
                                            032    Business Education
                                            040    Marketing Education
                                            222    Marketing Technology
                                            225    Business Technology

**492220    International Business**
Credit: .5    Grade Levels: 10-12
International Business is a one-semester course pursuing the study of economics, competition, politics, and social activities across national boundaries.  Students are taught to think in global terms concerning their legal, cultural, economic, and political environments.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:    031    Business Education (Secretarial)
                                            032    Business Education
                                            040    Marketing Education
                                            222    Marketing Technology
                                            225    Business Technology

**492240    Introduction to Finance**
Credit: 1    Grade Levels: 9-12
Introduction to Finance focuses on the individual's role and financial responsibilities as a student, citizen, consumer, and an active participant in the business world.  It informs students of their various financial responsibilities.  This course is designed to be taught in a one-year format.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:    031    Business Education (Secretarial)
                                            032    Business Education
                                            040    Marketing Education
                                            222    Marketing Technology
                                            225    Business Technology

**492580    Introduction to Java - Oracle Internet Academy**
Credit: .5    Grade Levels: 11-12
The goal of this course is to teach the fundamentals of the language.  Before a student can create applets and other Net-based applications with Java, he/she must understand the basic elements of the language.  It includes object-oriented programming; essential concepts, syntax, and programming constructs of the Java language; introduction to classes, objects, and methods; college application process, and IT career research.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:    031    Business Education (Secretarial)
                                            032    Business Education
                                            034    Data Processing/Computer Permit
                                            037    Computer Tech Permit
                                            225    Business Technology

**492270     Investments & Securities**
Credit: .5   Grade Levels: 11-12
Introduction to Investments & Securities teaches students every step of the way toward smart saving and investing. Topics include how to invest in everything from certificates of deposit to mutual funds and stocks.  The course will teach students how to research stocks and make informed decisions by using NAIC's Stock Selection Guide.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:         031        Business Education (Secretarial)
                                                                      032        Business Education
                                                                      040        Marketing Education
                                                                      222        Marketing Technology
                                                                      225        Business Technology


**492590     Java Programming - Oracle Internet Academy**
Credit: .5   Grade Levels: 11-12
By the end of this course, the students will have a solid foundation that will enable them to start writing their own programs and applets using Java.  This includes examining packages and interfaces, review for the Advanced Placement Computer Science Exam (APCS), introduction to integrated design environment (IDE) JDeveloper, applications, applets and UI components, and resume/portfolio building.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:         031        Business Education (Secretarial)
                                                                      032        Business Education
                                                                      034        Data Processing/Computer Permit
                                                                      037        Computer Tech Permit
                                                                      225        Business Technology


**690050     Keyboarding (9-12)**
Credit: .5   Grade Levels: 9-12
Keyboarding is a one-semester course designed to help students develop speed and accuracy by learning the touch operation of alphanumeric/keyboard characters.  Emphasis is placed on the following:  mastery of the keyboard with desirable keyboarding techniques; development of speed and accuracy; basic problem-solving applications of centering and arranging reports, letters, and tables; proofreading; formatting; and proper care of the equipment.  Keyboarding is a foundation for developing entry-level skills for business careers.  Only students who failed or did not take Keyboarding in the seventh or eighth grade are to be enrolled in this course.
Does course count in required 38 units and, if yes, how:   No
Does course count in the 21 units required for graduation:    No
Licensure required to teach this course:         031        Business Education (Secretarial)
                                                                      032        Business Education
                                                                      033        Middle School Business
                                                                      224        Business Technology
                                                                      225        Business Technology


**690060     Keyboarding Applications (9-12)**
Credit: .5   Grade Levels: 9-12
Keyboarding Applications is a one-semester course designed to further develop keyboarding skills.  Emphasis is placed on the following:  increasing speed and accuracy; proofreading; producing mailable copy from rough draft; producing handwritten and statistical documents; and improving production of various types of business communications. Keyboarding Applications provides the skills and knowledge necessary for entry-level employment for business careers. Only students who failed or did not take Keyboarding Applications in the seventh or eighth grade are to be enrolled in this course.
Does course count in required 38 units and, if yes, how:   No
Does course count in the 21 units required for graduation:    No
Licensure required to teach this course:         031        Business Education (Secretarial)
                                                                      032        Business Education
                                                                      033        Middle School Business
                                                                      224        Business Technology
                                                                      225        Business Technology

**492300    Lodging Management I (Business)**
Credit: 1    Grade Levels: 11-12
Lodging Management I has everything a student needs to get started in a hospitality career, with the classroom lessons and activities that teach valuable lodging skills and knowledge.  This two-semester course is offered to 11th- and 12th-grade students with an opportunity upon graduation to be tested for industry-recognized certification.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:    031    Business Education (Secretarial)
                                            032    Business Education
                                            040    Marketing Education
                                            222    Marketing Technology
                                            225    Business Technology


**492310    Lodging Management II (Business)**
Credit: 1    Grade Levels: 11-12
Tools are provided to aid the student in finding hospitality internships (jobs) under the supervision of work-site mentors so students can apply what they learn.  When students graduate, they are ready to begin hospitality careers or continue their education at a college or university.  This two-semester course is offered to 11th- and 12th-grade students with an opportunity upon graduation to be tested for industry-recognized certification.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:    031    Business Education (Secretarial)
                                            032    Business Education
                                            040    Marketing Education
                                            222    Marketing Technology
                                            225    Business Technology


**492320    Management**
Credit: 1    Grade Levels: 11-12
Management is a two-semester course that assists the student in understanding basic management functions.  Students study the management process, decision making, environmental factors, basic ethics, and social responsibility.  Planning, organizing, leading, and controlling are emphasized as well as basic concepts of staffing, leadership, communications, entrepreneurship, and international management.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:    031    Business Education (Secretarial)
                                            032    Business Education
                                            225    Business Technology


**492360    Multimedia Applications I**
Credit: .5    Grade Levels: 11-12
Multimedia Applications I is a one-semester course giving students experience in using multimedia to merge text, graphics, video, and sound.  Applied principles are used to analyze and organize information, set up a design structure, and produce special visual expressions.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:    031    Business Education (Secretarial)
                                            032    Business Education
                                            037    Computer Tech Permit
                                            225    Business Technology


**492370    Multimedia Applications II**
Credit: .5    Grade Levels: 11-12
Multimedia Applications II is a one-semester course giving students advanced experience in using multimedia to merge text, graphics, video, and sound.  Applied principles are used to analyze and organize information, set up a design structure, and produce special visual expressions.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:    031    Business Education (Secretarial)
                                            032    Business Education
                                            037    Computer Tech Permit
                                            225    Business Technology

**492130     Office Education Cooperative**
Credit: 1     Grade Levels: 11-12
Office Education Cooperative is a two-semester course designed for junior and senior business students.  This course covers such topics as use of current technology and communications, ergonomics, human relations, records management, and the basics of management and supervision.  A supervised learning experience is required.  This experience is for advanced business education students who attend school part of the day and work in a business office for the remainder.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:     031      Business Education (Secretarial)
                                             032      Business Education
                                             034      Data Processing/Computer Permit
                                             037      Computer Tech Permit
                                             225      Business Technology

**492620     Office Education Work-Based Learning**
Credit: 1     Grade Levels: 11-12
The student's job must relate to his/her career objective and the work-site trainer must develop a list of competencies to be taught on the job relating to classroom competencies and career objectives.  All aspects of the industry must be taught.  A minimum of 135 hours during each semester on the job is required for the work experience credit of .5.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:     031      Business Education (Secretarial)
                                             032      Business Education
                                             034      Data Processing/Computer Permit
                                             037      Computer Tech Permit
                                             225      Business Technology

**492380     Office Management**
Credit: 1     Grade Levels: 11-12
Office Management is a two-semester course focusing on management and supervision in the office environment.  The course covers basic skills, such as word processing, records management, and communications, as well as decision making, critical thinking, teamwork, and ethics.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:     031      Business Education (Secretarial)
                                             032      Business Education
                                             225      Business Technology

**492390     Programming I**
Credit: .5    Grade Levels: 9-12
Programming I is a one-semester course in any modern, high-level, structured language.  Concepts should be taught in the context of practical applications.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:     031      Business Education (Secretarial)
                                             032      Business Education
                                             034      Data Processing/Computer Permit
                                             037      Computer Tech Permit
                                             225      Business Technology

**492400     Programming II**
Credit: .5    Grade Levels: 9-12
Programming II is a one-semester course that is a continuation of the study of the language taught in Programming I.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:     031      Business Education (Secretarial)
                                             032      Business Education
                                             034      Data Processing/Computer Permit
                                             037      Computer Tech Permit
                                             225      Business Technology

**492410      Rapid Writing I**
Credit: .5    Grade Levels: 10-12
Rapid Writing I is a one-semester course in any alphabetic writing or symbolic shorthand system designed to make note taking easier, faster, and efficient.  Emphasis is placed on theory, speed, reinforcement, transcription skills, spelling, punctuation, and vocabulary.  The course is designed for any student wishing to make notes for educational, business, or personal use.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031        Business Education (Secretarial)
                                                                   032        Business Education
                                                                   225        Business Technology


**492420      Rapid Writing II**
Credit: .5    Grade Levels: 10-12
Rapid Writing II is designed for the student who wishes to become more proficient in the art of note taking.  Rapid Writing II is a continuation of Rapid Writing I and emphasizes speed, transcription skills, effective listening skills, spelling, vocabulary, mechanics of grammar, and note-taking applications.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031        Business Education (Secretarial)
                                                                   032        Business Education
                                                                   225        Business Technology


**492450      Spreadsheet Applications**
Credit: .5    Grade Levels: 10-12
Spreadsheet Applications is a one-semester course in which students use computer programs to analyze quantitative data.  Emphasis is placed on the role and value of spreadsheets, financial reporting, budgeting, planning, and forecasting.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation: Yes
Licensure required to teach this course:        031        Business Education (Secretarial)
                                                                   032        Business Education
                                                                   034        Data Processing/Computer Permit
                                                                   037        Computer Tech Permit
                                                                   225        Business Technology


**492460      Travel Destinations**
Credit: .5    Grade Levels: 10-12
Travel Operations is a one-semester course that provides students information on the basics of the travel business.  Topics covered include appointments, functions, resources, reservations, bookings, traffic documents, accounting, sales reports, automation, and financial planning and management.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031        Business Education (Secretarial)
                                                                   032        Business Education
                                                                   040        Marketing Education
                                                                   222        Marketing Technology
                                                                   225        Business Technology


**492470      Word Processing I**
Credit: .5    Grade Levels: 9-12
Word Processing I is a one-semester course designed to provide students with entry-level skills in word processing concepts, operations, text manipulations, and production of business documents using an intermediate or advanced level software program.  In addition, training in basic word vocabulary skills, mechanics of punctuation and grammar, format, and style, proofreading, editing, and reviewing business documents are included in the course.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031        Business Education (Secretarial)
                                                                   032        Business Education
                                                                   037        Computer Tech Permit
                                                                   225        Business Technology

**492480     Word Processing II**
Credit: .5    Grade Levels: 9-12
Word Processing II is a one-semester course designed to provide students with competencies in word processing concepts.  Emphasis is on production of business documents and applications, including formats, creating and maintaining files, repetitive documents, revising, and printing.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:          031        Business Education (Secretarial)
                                                                   032        Business Education
                                                                   037        Computer Tech Permit
                                                                   225        Business Technology

# CLUSTER: MARKETING, SALES, & SERVICE

**492010    Advertising**
Credit: .5   Grade Levels: 10-12
Advertising is a one-semester course designed to focus on the competencies needed for the planning and implementation of a successful advertising program.  Students are exposed to media, methods of research, budgets, and evaluations that are used to sell a product, service, or business.  Hands-on experience is given in copywriting, layout, and production in various media.  Desktop publishing should be introduced.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031      Business Education (Secretarial)
                                                032      Business Education
                                                040      Marketing Education
                                                222      Marketing Technology
                                                225      Business Technology

**590080    DWE-Approved Marketing Education**
Credit: 1   Grade Levels: 9-12
This is an individually approved course in marketing education submitted by the district.
Does course count in required 38 units and, if yes, how:   No
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        040      Marketing Education
                                                222      Marketing Technology

**492610    DWE-Approved Marketing Education**
Credit: 1   Grade Levels: 9-12
This is an individually approved course in marketing education submitted by the district.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        040      Marketing Education
                                                222      Marketing Technology

**492190    Fashion Merchandising**
Credit: .5   Grade Levels: 10-12
Fashion Merchandising is a one-semester course designed to offer an overview of the fashion industry.  It provides the foundation in preparing students for a wide range of careers available in the different levels of the fashion industry.  Emphasis is given to historical development, textiles, manufacturers, merchandising, domestic and foreign markets, accessories, and retailing.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031      Business Education (Secretarial)
                                                032      Business Education
                                                040      Marketing Education
                                                222      Marketing Technology
                                                225      Business Technology

**492230    International Travel**
Credit: .5   Grade Levels: 10-12
International Travel is a one-semester course that provides detailed coverage of international air travel; geography; international airfares and ticketing procedures; travel requirements; travel in Europe, Russia, Asia, and the Pacific; ecotourism analysis; and broadening of global horizons to maximize cultural understanding.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031      Business Education (Secretarial)
                                                032      Business Education
                                                040      Marketing Education
                                                222      Marketing Technology
                                                225      Business Technology

**492250      Introduction to Hospitality**
Credit: .5    Grade Levels: 11-12
Introduction to Hospitality is a one-semester course that provides students with an overview of the hospitality industry and career opportunities within the industry.  Students learn operation procedures in front office operations, guest services, marketing and sales, bank office functions, ownership and management, food, beverages, and housekeeping management.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:          031        Business Education (Secretarial)
                                                                      032        Business Education
                                                                      040        Marketing Education
                                                                      222        Marketing Technology
                                                                      225        Business Technology

**492260      Introduction to Travel & Tourism**
Credit: .5    Grade Levels: 10-12
Introduction to Travel and Tourism is a one-semester in-depth study of worldwide travel, transportation, and tourism.  Students are introduced to the industry as a whole and the job opportunities that are available.  The course covers resource allocation, technology, and social, organizational, and technological systems.
Does course count in required 38 units and if Yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:          031        Business Education (Secretarial)
                                                                      032        Business Education
                                                                      040        Marketing Education
                                                                      222        Marketing Technology
                                                                      225        Business Technology

**492330      Marketing**
Credit: 1    Grade Levels: 11-12
Marketing is a two-semester course designed to provide students with the fundamental concepts, principles, skills, and attitudes common to the field of marketing.  Instruction focuses on market types, market analysis, consumer types, planning, promotion, buying, pricing, distribution, finance, trends, and careers.  Although not mandatory, many students can benefit from the on-the-job training component (cooperative education) of this course.  The student's job must relate to his/her career objective.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:          040        Marketing Education
                                                                      222        Marketing Technology

**492350      Marketing Management**
Credit: 1    Grade Levels: 11-12
Marketing Management is a two-semester course designed to develop decision-making skill through the application of marketing and management principles.  Competencies will be accomplished by utilizing various instructional methods, resources, and direct involvement with marketing businesses.  The course will focus on organization, finance, risks, credit, technology, and social aspects.  Although not mandatory, many students can benefit from the on-the-job training component (cooperative education) of this course.  The student's job must relate to his/her career objective.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:          040        Marketing Education
                                                                      222        Marketing Technology

**492340      Marketing Management Work-Based Learning**
Credit: 1    Grade Levels: 11-12
Although not mandatory, many students can benefit from the on-the-job training component (cooperative education) of Marketing and Marketing Management.  The student's job must relate to his/her career objective, and the work-site trainer must develop a list of competencies to be taught on the job that coordinate with classroom competencies and career objectives.  All aspects of the industry must be taught.  Students attend school part of the day and work in a marketing position for the remainder.  A minimum of 135 hours during each semester on the job is required for the work experience credit of .5.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:          040        Marketing Education
                                                                      222        Marketing Technology

**492430    Retailing**
Credit: .5    Grade Levels: 10-12
Retailing is a one-semester course designed to offer an overview of the retailing industry in the United States.  A study is made of the types of retail marketing, organization, personnel, merchandising, promotion, selling, operations, and control. The course focuses on the concepts and practices of retail business operations.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031        Business Education (Secretarial)
                                                032        Business Education
                                                040        Marketing Education
                                                222        Marketing Technology
                                                225        Business Technology

**492440    Salesmanship**
Credit: .5    Grade Levels: 10-12
Salesmanship is a one-semester course designed to inform students about specific selling techniques and attitudes necessary to become a successful salesperson.  The course focuses on serving customers and helping them make wise buying decisions.  Emphasis is placed on the importance of human relations in selling, the functions performed by salespeople, development of personality traits needed by salespeople, and the buying/selling process.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        031        Business Education (Secretarial)
                                                032        Business Education
                                                040        Marketing Education
                                                222        Marketing Technology
                                                225        Business Technology

## COURSES ONLY:  WORK-BASED LEARNING; SUPPORT; SPECIAL POPULATIONS; & MISCELLANEOUS COURSES

**493860      Internship**
Credit: 1     Grade Levels: 11-12
This is a practical and supervised job experience designed to assist students to successfully transition from school-to-work or successfully continue their education in a chosen career focus/major area.  Internships are individualized and competency-based.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        412      Career Preparation


**493880      Workplace Readiness**
Credit: .5    Grade Levels: 10-12
This one-semester course is designed to help students transition from school to work.  It focuses on the SCANS competencies with emphasis on problem solving, teamwork, communication skills, and the use of technology.
Does course count in required 38 units and, if yes, how:   Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        412      Career Preparation

**460010      EAST/Workforce Technology**
Credit: 1     Grade Levels:  9-12
This one year of EAST Lab experience is designed to help students transition from school to work.  It focuses on the SCANS competencies with emphasis on problem solving, teamwork, communications skills, and the use of technology.  It counts as one unit of credit toward completer status in any of the career and technical areas of study.
Does course count in required 38 units and, if yes, how:          Yes        ADE
Does course count in the 21 units required for graduation:          Yes
Licensure required to teach this course:        412      Career Preparation

**Special Populations**

**493800     JAG Apprenticeship/Work-Based Learning**
Credit: 1     Grade Levels: 11-12
This is an instructor-supervised work release course that includes monthly employer evaluations of participants. Employment is not a requirement of the JAG program, but credit can be given at the discretion of the individual school district.  Participants should be expected to complete 180 hours of work-based learning in order to receive one credit—with a maximum of four credits for completing 720 hours of work study within a consecutive two-year period.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        413        Career Services for Special Populations


**493780     JAG Multi-Year I**
Credit: 1     Grade Levels: 11-12
JAG utilizes the National Jobs for America's Graduates model.  It is designed to assist career and technical students whose ability to successfully graduate from high school and obtain meaningful employment is in jeopardy.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        413        Career Services for Special Populations


**493790     JAG Multi-Year II**
Credit: 1     Grade Levels: 11-12
JAG utilizes the National Jobs for America's Graduates model.  It is designed to assist career and technical students whose ability to successfully graduate from high school and obtain meaningful employment is in jeopardy.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        413        Career Services for Special Populations


**493770     JAG Senior Applications**
Credit: 1     Grade Levels: 12
JAG utilizes the National Jobs for America's Graduates model.  It is designed to assist career and technical students whose ability to successfully graduate from high school and obtain meaningful employment is in jeopardy.
Does course count in required 38 units and, if yes, how:    Yes    Career & Technical
Does course count in the 21 units required for graduation:    Yes
Licensure required to teach this course:        413        Career Services for Special Populations

# MIDDLE SCHOOL COURSES

**399040      Computer Technology:  Introduction**
Credit:      Grade Levels: 7-8
Computer Technology:  Introduction is a one-semester course designed to prepare seventh- and eighth-grade students with an introduction to computers and business applications that are necessary to live and work in a technological society. Emphasis is given to data entry, computer concepts and operations, programming and design, computer software, implications of technology in society, and ethics.  The course is designed to provide students with an understanding of the business, industrial, and scientific areas in which the computer is used.
Does course count in required 38 units and, if yes, how:   No
Does course count in the 21 units required for graduation:    No
Licensure required to teach this course:      031      Business Education (Secretarial)
                                              032      Business Education
                                              033      Middle School Business
                                              034      Data Processing/Computer Permit
                                              037      Computer Tech Permit
                                              224      Business Technology

**399020      DWE-Approved Computer Applications I (8th grade)**
Credit:      Grade Levels: 8
Computer Applications I is a half-unit course designed to provide students with the fundamental computer skills necessary to do well in high school and in virtually all jobs today.  In the area of word processing, students will learn the fundamental skills necessary to create and edit the most widely used documents and use the most commonly used features of a word processor, such as bullets, numbered lists, special characters, borders and shading, fonts, and paragraph and line searching.  The fundamentals in use of scanners, graphics, and Word Art are applied to documents.  Internet searching skills and citing Internet sources are stressed with these applied to a simple PowerPoint presentation.  In the area of spreadsheets, students will be expected to create and edit simple spreadsheets, using basic formulas and functions, and create a simple graph or chart.  Districts desiring to implement this course should request approval from the Business/Marketing Education Office.
Does course count in required 38 units and, if yes, how:   No
Does course count in the 21 units required for graduation:    No
Licensure required to teach this course:      031      Business Education (Secretarial)
                                              032      Business Education
                                              034      Data Processing/Computer Permit
                                              037      Computer Tech Permit
                                              225      Business Technology

**399010      Information Technology:  Fundamentals**
Credit:      Grade Levels: 8
Information Technology: Fundamentals will provide students with the opportunity to learn about computer and networking information and to practice these basic technological concepts.  This is not an industry-level certified course but rather an opportunity to assist in making immediate course selections and future career choices and gaining an exposure to technical life skills.
Does course count in required 38 units and, if yes, how:   No
Does course count in the 21 units required for graduation:    No
Licensure required to teach this course:      224      Business Technology
                                              032      Business Education
                                              033      Middle School Business
                                              031      Business Education (Secretarial)
                                              034      Data Processing/Computer Permit
                                              037      Computer Tech Permit

**399050      Keyboarding (7-8 grade)**
Credit:       Grade Levels: 7-8
Keyboarding is a one-semester course designed to help students develop speed and accuracy by learning the touch operation of alphanumeric/keyboard characters.  Emphasis is placed on the following:  mastery of the keyboard with desirable keyboarding techniques; development of speed and accuracy; basic problem-solving applications of centering and arranging reports, letters, and tables; proofreading; formatting; and proper care of the equipment.  Keyboarding is a foundation for developing entry-level skills for business careers.

Does course count in required 38 units and, if yes, how:   No
Does course count in the 21 units required for graduation:   No
Licensure required to teach this course:      031      Business Education (Secretarial)
                                              032      Business Education
                                              033      Middle School Business
                                              224      Business Technology
                                              225      Business Technology

**399060      Keyboarding Applications (7-8 grade)**
Credit:       Grade Levels: 7-8
Keyboarding Applications is a one-semester course designed to further develop keyboarding skills.  Emphasis is placed on the following:  developing speed and accuracy; proofreading; producing mailable copy from rough drafts; preparing handwritten and statistical documents; and improving production of various types of business communications.  Keyboarding Applications provides the skills and knowledge necessary for entry-level employment for business careers.

Does course count in required 38 units and, if yes, how:   No
Does course count in the 21 units required for graduation:   No
Licensure required to teach this course:      031      Business Education (Secretarial)
                                              032      Business Education
                                              033      Middle School Business
                                              224      Business Technology
                                              225      Business Technology

**COMPUTER SYSTEM FOR:**  **MIDDLE SCHOOL**
**JR HIGH SCHOOL**
**HIGH SCHOOL**
**INSTRUCTOR/TEACHER**

**LEVEL I**

Pentium® 4 processor (or equivalent) 2.80GHz, 800 MHz, 512K cache, 512MB DDR RAM, 17" CTL, true flat panel color monitor or 17" CRT true flat screen monitor, integrated video graphics card, 40GB hard drive, 1.44MB 3.5-inch floppy drive, USB 2-button optical mouse with scroll, integrated (10/100/1000) network card, 52x32x52X DVDRW OR 48x or 52x CDRW-ROM, integrated sound blaster compatible, speakers w/headphones, Internet accessible

| BUSINESS/MARKETING |
| --- |
| CT: Intro |
| Computer Business Apps. |
| Finance |
| Hospitality |
| Keyboarding |
| Management |
| Marketing Technology |
| Office Administration |
| Tourism |
| Word Processing I & II |

**COMPUTER SYSTEM FOR:**   **PROGRAM SPECIFIC**
                          **INSTRUCTOR/TEACHER**

**LEVEL II**

Pentium® 4 processor (or equivalent) 3.20GHz, 800MHz, 512K cache, 1 GB DDR RAM, 17" CTL, LCD flat panel color display, integrated video graphics card, (2) 80GB hard drives, 1.44MB 3.5-inch floppy drive, USB 2-button optical mouse with scroll, integrated (10/100/1000) network card, 48X or 52X DVD+R, DVD writer 48X or 52X CD ROM, integrated sound blaster compatible, speakers w/headphones, Internet accessible

| BUSINESS/MARKETING |
| --- |
| Desktop Publishing |
| Multimedia |
| Programming |
| |
| |

**COMPUTER SYSTEM FOR:**    **MIDDLE SCHOOL**
**JR HIGH SCHOOL**
**HIGH SCHOOL**
**INSTRUCTOR/TEACHER**


**LEVEL I**

Pentium 4, 3.0GHZ, 800 MHz, LGA775, mid tower ATX case, w/300w power supply, FUSB 80.0GB hard drive, 7200 rpm, 512 MB DDR2-533 RAM, integrated video graphics card, 17" monitor, true flat screen, color CRT (tube) 1.44 MB floppy drive, 104-key Win keyboard, optical wheel mouse w/pad, DVD/CDRW combo drive, 48x or 52x CD-ROM drive, integrated audio w/AC speakers & headphones, Microsoft Window XP Pro operating system, 10/100/1000 integrated network card

| Business/Marketing Technology |
| :--- |
| Business Management & Administration Cluster |
| Finance Cluster |
| Hospitality & Tourism Cluster |
| Marketing Sales & Service Cluster |

**COMPUTER SYSTEM FOR:**   **PROGRAM SPECIFIC**
                          **INSTRUCTOR/TEACHER**

**LEVEL II**

Pentium 4, 3.20 GHz, 800MHz, LGA775, mid tower ATX case, w/300w power supply, FUSB (2) 80.0 GB hard drives, 7200 rpm, 1 GB DDR2-533 RAM, integrated video graphics card, 17" LCD flat panel color display, 1.44 MB floppy drive, multimedia keyboard, optical wheel mouse w/pad, DVD+R, DVD write, dual layer, 48x or 52x CD-ROM drive, integrated audio w/AC speakers & headphones, Microsoft Windows XP Pro operating system, 10/100/1000 integrated network card

| Business/Marketing Technology |
| :--- |
| Information Technology Cluster |

## OFFICE OF BUSINESS/MARKETING TECHNOLOGY

**STATE STAFF**

| | | |
|---|---|---|
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## CAREER CLUSTERS:  BUSINESS, MANAGEMENT, AND ADMINISTRATION; FINANCE; HOSPITALITY AND TOURISM; AND INFORMATION TECHNOLOGY

## BUSINESS TECHNOLOGY

Program Description

Business technology programs are designed to prepare individuals to perform managerial, research, and technical support functions related to production and buying as well as selling goods and services.

Technical support functions include word processing and data-entry skills, use of the latest in modern business equipment, communication, and accounting skills.  Business information processing includes the skills to process and retrieve internal business information and respond to external data requests.  Enterprise management prepares individuals to develop, own, and operate businesses, including the applications of doing business in international markets and finance.

Occupational Program

Business technology has four career clusters from which students may choose.  Specific courses are required for each of the programs of study (pathways); in addition, various options may be selected to complete the required curriculum.

Career Focuses

The program framework for secondary education and training is designed for linkage/ articulation to postsecondary programs of study.  All curriculums adhere to the workforce training requirements for increased levels of technical skills and stronger foundations in applied academics.  Program offerings in each school must include a minimum of one career focus/program of study.

Length of Courses and Eligibility of Students

Length of courses and eligibility of students are shown on the Business/Marketing Technology Program framework and course offerings immediately following.

Student Organizations

The career and technical student organization Future Business Leaders of America (FBLA) shall be an integral part of the business technology instructional program and shall follow the guidelines, goals, objectives, and shall participate in activities of the state and national organization.

## MARKETING TECHNOLOGY

## CLUSTER:  MARKETING, SALES, AND SERVICE

Planning, managing, and performing marketing activities to reach organizational objectives

Program Description

Marketing technology provides instruction that prepares individuals to plan and execute, at the operational or direct sales level, the promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.  Marketing tasks will include segments of the apparel and fashion industry, retailing of food, real estate, tourism, vehicle and petroleum operations, as well as developing business enterprises.

Occupational Program

One career focus program of study (pathway) is provided for students in this cluster, but several options are available as individual drawing boards are developed.  The two two-semester capstone courses are Marketing and Marketing Management.  In addition to the core marketing courses, related classes may be selected from those listed below in Optional Courses.

The career focus program of study for marketing technology is based on three broad competency areas that are essential for success in any marketing occupation—economic fundamentals of marketing; human resource foundation; marketing and business foundations.

Program Framework

The two sequential courses, Marketing and Marketing Management, are designed to give a good foundation for all students to explore and gain skills and knowledge in the occupational field of marketing and management.  School-based instruction is provided for all students.  For those students who desire work experience as a part of their educational program, a cooperative component is available.  It is not required for all students but is desirable for many of them.

Cooperative education combines classroom instruction with alternating periods of on-the-job training in marketing occupations related to the student's career goal.  Training sponsors are selected to coordinate the learning experiences provided on the job.  Training plans are developed cooperatively by the teacher/coordinator and the training sponsor to ensure the development of required competencies.

Optional Courses

Courses such as advertising, desktop publishing, enterprise management, fashion merchandising, international business, retailing, salesmanship, hospitality and tourism, or lodging management may be offered in any marketing education program.  Courses may combine classroom instruction with supervised laboratory activities designed to help the student achieve his or her career goal.  The laboratory experiences may include marketing

simulations, operation of a school store, motel, boutique, parts warehouse, or a student bank within the educational institution.

Length of Program

1.  Marketing and Marketing Management shall both be one-year courses.

2.  Optional courses may be offered on a one- or two-semester basis.

Eligibility of Students

1.  Marketing is available for grades 11-12.

2.  Marketing Management is available for grades 11-12.  Students on block schedule can take Marketing Management in the 11th grade if they take Marketing first term and Marketing Management second term.

3.  Optional courses are available for grades 10-12.

4.  Cooperative students must be 16 years of age to meet labor law requirements.

5.  Students must have an occupational objective in the field of marketing.

6.  If possible, cooperative students should be placed in an approved marketing technology training station before school starts.

Student Organization

The student organization DECA, an association of marketing students, shall be an integral part of the marketing technology program and shall follow the same guidelines, goals, objectives, and shall participate in activities of the Arkansas association and the national DECA organization.

**BUSINESS/MARKETING**
**PREREQUISITES**

**All courses require Foundation: Career Orientation (7th or 8th grade); Keyboarding (7th or 8th grade); CT: Intro (or substitute) (7th or 8th grade); IT: Fundamentals-Pilot (8th grade only) Keyboarding must be completed before CT: Intro (or substitute)**

| Course | Prerequisite Course(s) |
|---|---|
| Banking & Finance Operations/Teller Training | Banking & Finance Principles |
| Banking & Finance Principles | Computerized Accounting I (suggested) |
| Banking & Finance Consumer Lending | Computerized Accounting I (suggested) |
| Banking & Finance Law | Banking & Finance Principles |
| Business Law II | Business Law I |
| Computerized Accounting II | Computerized Accounting I |
| Desktop Publishing I | Word Processing I (or Computerized Business Applications) |
| Desktop Publishing II | Word Processing I (or Computerized Business Applications) Desktop Publishing I |
| Enterprise Management II | Enterprise Management I |
| Multimedia Applications I | Word Processing I & Word Processing II (or Computerized Business Applications) Desktop Publishing I |
| Multimedia Applications II | Word Processing I & Word Processing II (or Computerized Business Applications) Desktop Publishing I Multimedia Applications I |
| Office Education Apprenticeship/ Work-Based Learning (COE) | Word Processing I Word Processing II (or Computerized Business Applications) |
| Office Management | Word Processing I & Word Processing II (or Computerized Business Applications) |
| Programming II | Programming I |
| Programming III | Programming II |
| Rapid Writing II | Rapid Writing I |
| Word Processing II | Word Processing I |
| Marketing Management | Marketing |
| Computer Applications II | Computer Applications I |
| Computer Applications III | Computer Applications I Computer Applications II |
| Advanced Database & Spreadsheets | Computer Applications I Computer Applications II Computer Applications III |
| Web Design & Multimedia Production | Computer Applications I Computer Applications II Computer Applications III |
| Senior Technology Seminar | Computer Applications I Computer Applications II Computer Applications III |
| International Travel | Intro to Travel/Tourism |
| Intro. to Travel/Tourism | WPI or CBA or CA I, II |
| Intro. to Hospitality | International Travel |
| Oracle Internet Academy | CBA or CA I, II, III Database Fundamentals I & II Java I & II |
| Travel Operations | Intro to Hospitality |

Career & Technical Education

Pathways and programs of study by career cluster:

**Business, Management, and Administration Cluster**
(Office Management, Management, Human Resource Management, or Business Law)

Business, Management, and Administration careers encompass planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations.  Business, Management, and Administration career opportunities are available in every sector of the economy.

Management Pathway
Management Program of Study

| Course Code | Core Requirements | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| 492100 | Computerized Accounting I | 1 | | | | X | X | X |
| 492320 | Management | 1 | | | | | X | X |
| 492470 | Word Processing I ** | .5 | | | X | X | X | X |
| | OR | | | | | | | |
| 492100 | Computerized Accounting I | 1 | | | | X | X | X |
| 492170 | Enterprise Management I | .5 | | | | | X | X |
| 492180 | Enterprise Management II | .5 | | | | | X | X |
| 492470 | Word Processing I ** | .5 | | | X | X | X | X |
| | OR | | | | | | | |
| 492100 | Computerized Accounting I | 1 | | | | X | X | X |
| 492200 | Human Resources Management | 1 | | | | | X | X |
| 492470 | Word Processing I ** | .5 | | | X | X | X | X |
| | OR | | | | | | | |
| 492070 | Business Law I | .5 | | | | | X | X |
| 492080 | Business Law II | .5 | | | | | X | X |
| 492100 | Computerized Accounting I | 1 | | | | X | X | X |
| 492470 | Word Processing I ** | .5 | | | X | X | X | X |

Administration & Information Support
Office Administration Program of Study

| Course Code | Core Requirements | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| 492380 | Office Management | 1 | | | | | X | X |
| 492470 | Word Processing I ** | .5 | | | X | X | X | X |
| 492480 | Word Processing II ** | .5 | | | X | X | X | X |
| | OR | | | | | | | |
| 492130 | Office Education Cooperative | 1 | | | | | X | X |
| 492470 | Word Processing I ** | .5 | | | X | X | X | X |
| 492480 | Word Processing II ** | .5 | | | X | X | X | X |

**Finance Cluster**
(Banking & Finance or Accounting core)

Planning, services for financial and investment planning, banking, insurance, and business financial management

Business Financial Management Pathway
Finance Program of Study

| Course Code | Core Requirements | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| 492100 | Computerized Accounting I | 1 | | | | X | X | X |
| 492110 | Computerized Accounting II | 1 | | | | X | X | X |

Career & Technical Education

Banking and Related Services Pathway
Banking Program of Study

| Course Code | Core Requirements | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| 492020 | Banking & Finance Consumer Lending | .5 | | | | | X | X |
| 492030 | Banking & Finance Law | .5 | | | | | X | X |
| 492040 | Banking & Finance Operations/Teller Training | .5 | | | | | X | X |
| 492050 | Banking & Finance Principles | .5 | | | | | X | X |
| 492100 | Computerized Accounting I | 1 | | | | X | X | X |

## Hospitality and Tourism Cluster
(Hospitality or Lodging Management core)

Hospitality & Tourism encompasses the management, marketing, and operations of restaurants and other food services, lodging, attractions, recreation events, and travel-related services.

Travel and Tourism Pathway
Hospitality Program of Study

| Course Code | Hospitality Core Requirements | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| 492230 | International Travel | .5 | | | | X | X | X |
| 492250 | Introduction to Hospitality | .5 | | | | | X | X |
| 492260 | Introduction to Travel & Tourism | .5 | | | | X | X | X |
| 492460 | Travel Operations | .5 | | | | | X | X |
| 492470 | Word Processing I ** | .5 | | | X | X | X | X |

Travel and Tourism Pathway
Lodging Program of Study

| Course Code | Tourism Core Requirements | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| 492300 | Lodging Management I | 1 | | | | X | X | X |
| 492310 | Lodging Management II | 1 | | | | X | X | X |
| 492470 | Word Processing I ** | .5 | | | X | X | X | X |

## Information Technology Cluster
(Desktop Publishing, Multimedia Applications, or Programming core)

Building linkages in IT occupations framework: for entry level, technical, and professional careers related to the design, development, support, and management of hardware, software, multimedia, and systems integration services

Interactive Media Pathway
Desktop Publishing Program of Study

| Course Code | Core Requirements | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| 492150 | Desktop Publishing I | .5 | | | | X | X | X |
| 492160 | Desktop Publishing II | .5 | | | | X | X | X |
| 492470 | Word Processing I ** | .5 | | | X | X | X | X |
| | **OR** | | | | | | | |
| 492120 | Computerized Business Applications | 1 | | | X | X | X | X |
| 492150 | Desktop Publishing I | .5 | | | | X | X | X |
| 492160 | Desktop Publishing II | .5 | | | | X | X | X |

Interactive Media Pathway
Multimedia Program of Study

| Course Code | Core Requirements | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| 492150 | Desktop Publishing I | .5 | | | | X | X | X |
| 492360 | Multimedia Applications I | .5 | | | | X | X | X |
| 492470 | Word Processing I ** | .5 | | | X | X | X | X |
| | **OR** | | | | | | | |
| 492120 | Computerized Business Applications | 1 | | | X | X | X | X |
| 492150 | Desktop Publishing I | .5 | | | | X | X | X |
| 492360 | Multimedia Applications I | .5 | | | | X | X | X |

Programming/Software Engineering Pathway
Programming Program of Study

| Course Code | Core Requirements | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| 492120 | Computerized Business Applications | 1 | | | X | X | X | X |
| 492390 | Programming I | .5 | | | X | X | X | X |
| 492400 | Programming II | .5 | | | X | X | X | X |

Programming/Software Engineering Pathway
Oracle Program of Study

| Course Code | Core Requirements | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| 492560 | Database Fundamentals | .5 | | | | | X | X |
| 492570 | Database Fundamentals | .5 | | | | | X | X |
| 492580 | Introduction to JAVA | .5 | | | | | X | X |
| 492590 | JAVA Programming | .5 | | | | | X | X |

**Marketing, Sales, and Service Cluster**

Planning, managing, and performing marketing activities to reach organizational objectives

Marketing Information Management and Research Pathway
Marketing Technology Program of Study

| Course Code | Core Requirements | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| 492330 | Marketing * | 1 | | | | | X | X |
| 492350 | Marketing Management * | 1 | | | | | X | X |

 * Must have A.Y.A. Marketing License to teach these courses

** May substitute Computerized Business Applications (1) for courses marked

Career & Technical Education

**BUSINESS:**

| Course Code | Elective Courses | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| 690050 | Keyboarding | .5 | | | X | X | X | X |
| 690060 | Keyboarding Application | .5 | | | X | X | X | X |
| 492020 | Banking & Finance Consumer Lending | .5 | | | | | X | X |
| 492030 | Banking & Finance Law | .5 | | | | | X | X |
| 492040 | Banking & Finance Operations/Teller Training | .5 | | | | | X | X |
| 492050 | Banking & Finance Principles | .5 | | | | | X | X |
| 492060 | Business Communications | .5 | | | | X | X | X |
| 492070 | Business Law I | .5 | | | | | X | X |
| 492080 | Business Law II | .5 | | | | | X | X |
| 492100 | Computerized Accounting I | 1 | | | | X | X | X |
| 492110 | Computerized Accounting II | 1 | | | | X | X | X |
| 492120 | Computerized Business Applications | 1 | | | X | X | X | X |
| 492130 | Office Education Cooperative | 1 | | | | | X | X |
| 492140 | Database Applications | .5 | | | | X | X | X |
| 492560 | Database Fundamentals | .5 | | | | | X | X |
| 492570 | Database Programming | .5 | | | | | X | X |
| 492150 | Desktop Publishing | .5 | | | | X | X | X |
| 492160 | Desktop Publishing II | .5 | | | | X | X | X |
| 492170 | Enterprise Management I | .5 | | | | | X | X |
| 492180 | Enterprise Management II | .5 | | | | | X | X |
| 492200 | Human Resources Management | 1 | | | | | X | X |
| 492210 | Insurance & Risk Management | .5 | | | | | X | X |
| 492220 | International Business | .5 | | | | | X | X |
| 492240 | Introduction to Finance | .5 | | | | | X | X |
| 492580 | Introduction to JAVA | .5 | | | | | X | X |
| 492260 | Introduction to Travel & Tourism | .5 | | | | X | X | X |
| 492230 | International Travel | .5 | | | | X | X | X |
| 492250 | Intro to Hospitality | .5 | | | | | X | X |
| 492590 | JAVA Programming | .5 | | | | | X | X |
| 492300 | Lodging Management I | 1 | | | | | X | X |
| 492310 | Lodging Management II | 1 | | | | | X | X |
| 492320 | Management | 1 | | | | | X | X |
| 492360 | Multimedia Applications I | .5 | | | | X | X | X |
| 492370 | Multimedia Applications II | .5 | | | | X | X | X |
| 492380 | Office Management | 1 | | | | | X | X |
| 492620 | Office Education Work Based Learning | 1 | | | | | X | X |
| 492390 | Programming I | .5 | | | X | X | X | X |
| 492400 | Programming II | .5 | | | X | X | X | X |
| 492410 | Rapid Writing I | .5 | | | | X | X | X |
| 492420 | Rapid Writing II | .5 | | | | X | X | X |
| 492450 | Spreadsheet Applications | .5 | | | | X | X | X |
| 492460 | Travel Operations | .5 | | | | | X | X |
| 492470 | Word Processing I ** | .5 | | | X | X | X | X |
| 492480 | Word Processing II ** | .5 | | | X | X | X | X |

\* Must have A.Y.A. Marketing License to teach these courses

\*\* May substitute Computerized Business Applications (1) for courses marked

**MARKETING:**

| Course Code | Elective Courses | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| 492010 | Advertising | .5 | | | | X | X | X |
| 492190 | Fashion Merchandising | .5 | | | | X | X | X |
| 492230 | International Travel | .5 | | | | X | X | X |
| 492250 | Introduction to Hospitality | .5 | | | | | X | X |
| 492260 | Intro to Travel & Tourism | .5 | | | | X | X | X |
| 492330 | Marketing * | .5 | | | | | X | X |
| 492340 | Marketing Apprenticeship/Work Based Learning | .5 | | | | | X | X |
| 492350 | Marketing Management * | .5 | | | | | | X |
| 492430 | Retailing | .5 | | | | X | X | X |
| 492440 | Salesmanship | .5 | | | | X | X | X |

**\* Teacher must have A.Y.A. Marketing License**

| Course Code | Other Business/Marketing Elective Courses | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| | Seek DWE prior approval before implementation | | | | | | | |
| 399020 | Computer Applications I | .5 | | X | | | | |
| 492530 | Advance Database & Spreadsheets | .5 | | | | | X | X |
| 492600 | Business Education | 1 | | | X | X | X | X |
| 590070 | Business Education | 1 | | | X | X | X | X |
| 492490 | Computer Applications I | .5 | | | X | X | X | X |
| 492500 | Computer Applications II | .5 | | | X | X | X | X |
| 492510 | Computer Applications  III | .5 | | | X | X | X | X |
| 492610 | Marketing Education | 1 | | | X | X | X | X |
| 590080 | Marketing Education | 1 | | | X | X | X | X |
| 492520 | Programming III | .5 | | | | | | X |
| 492550 | Senior Technology Seminar | .5 | | | | | | X |
| 492540 | Web Design & Multimedia Production | .5 | | | | | X | X |

| Course Code | Middle School Elective Courses | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| 399040 | Computer Technology: Intro | .5 | X | X | | | | |
| 399050 | Keyboarding | .5 | X | X | | | | |
| 399060 | Keyboarding Applications | .5 | X | X | | | | |

| Course Code | Other Middle School Elective Courses | Units of Credit | 7th | 8th | 9th | 10th | 11th | 12th |
|---|---|---|---|---|---|---|---|---|
| | Seek DWE prior approval before implementation | | | | | | | |
| 399010 | Information Tech: Fundamentals | .5 | X | X | | | | |
| 399020 | Computer Applications I | .5 | | X | | | | |

Career & Technical Education

# BUSINESS/MARKETING TECHNOLOGY

CLUSTERS:  ALL
PATHWAYS:  ALL
PROGRAMS OF STUDY:  ALL

2005-2006
<u>and</u>
2006-2007

## MINIMUM INSTRUCTIONAL EQUIPMENT AND SOFTWARE

### SR HIGH/JR HIGH/MIDDLE SCHOOL LEVEL

| Item | Student Count | | | Specification/Description |
|------|-----|-----|-----|---------------------------|
|      | 15 | 20 | 25 |                           |
| Student computer systems | 15 | 20 | 25 | See Technology Standards – Level 1 |
| Student computer stations | 15 | 20 | 25 | Minimum of 30" x 43" per station, keyboard height 26"-28" |
| Student posture chairs | 15 | 20 | 25 | Ergonomically designed w/strong back support, must be adjustable, classroom set |
| Teacher computer system | 1 | 1 | 1 | See Technology Standards |
| Teacher computer station | 1 | 1 | 1 | Minimum of 30" x 43" per station, keyboard height 26"-28" |
| Teacher posture chair | 1 | 1 | 1 | Ergonomically designed w/strong back support, must be adjustable |
| Teacher laser printer | 1 | 1 | 1 | |
| Digital camera | 1 | 1 | 1 | |
| Filing cabinets | 2 | 2 | 2 | 4-drawer, lockable |
| Laser printer | 1 | 1 | 1 | |
| LCD projector | 1 | 1 | 1 | Minimum 1,000 ANSI lumens |
| Media cart | 1 | 1 | 1 | |
| Scanner | 1 | 1 | 1 | |
| TV | 1 | 1 | 1 | Minimum 27" screen |
| VCR/DVD player | 1 | 1 | 1 | |

Career & Technical Education

**BUSINESS/MARKETING TECHNOLOGY**

CLUSTER:  INFORMATION TECHNOLOGY
PATHWAY:  INTERACTIVE MEDIA
PROGRAM OF STUDY:  DESKTOP PUBLISHING
PROGRAM OF STUDY:  MULTIMEDIA

2005-2006
and
2006-2007

**MINIMUM INSTRUCTIONAL EQUIPMENT AND SOFTWARE**

| Item | Student Count | | | Specification/Description |
|------|------|------|------|---------------------------|
| | 15 | 20 | 25 | |
| Computer system | 3 | 4 | 5 | See Technology Standards – Level II Multimedia |
| DVD player | 1 | 1 | 1 | Multimedia |
| Digital video camcorder w/remote microphone | 1 | 1 | 1 | Multimedia |
| Printer, color laser | 1 | 1 | 1 | Desktop Publishing & Multimedia – color laser or printer/fax/copier/scanner combination |
| S-VHS (editing VCR) | 1 | 1 | 1 | Multimedia |
| Software (not included in equipment total) – latest version, appropriate to courses being taught (cost varies w/computer lab size & configuration) | | | | Desktop Publishing:  Microsoft Office, Corel WordPerfect Office, Adobe PageMaker, Illustrator, FrontPage, Adobe InDesign, Adobe Premiere, or equivalents<br><br>Multimedia:  Microsoft Office, Corel WordPerfect Office, Adobe PageMaker, Illustrator, FrontPage, Adobe InDesign, HyperStudio, Adobe Premiere, or equivalents |

Career & Technical Education

# BUSINESS/BUSINESS/MARKETING TECHNOLOGY

CLUSTER:  MARKETING, SALES, AND SERVICE
PATHWAY:  MARKETING MANAGEMENT AND RESEARCH
PROGRAM OF STUDY:  MARKETING TECHNOLOGY

2005-2006 **ONLY**

### MINIMUM EQUIPMENT LIST FOR INSTRUCTIONAL EQUIPMENT AND SOFTWARE

| Item | Student Count | | | Specification/Description |
|------|------|------|------|------|
| | 15 | 20 | 25 | |
| Student computer systems | 3 | 4 | 5 | See Technology Standards – Level 1 |
| Student computer stations | 3 | 4 | 5 | Minimum of 30" x 43" per station, keyboard height 26"-28" |
| Student posture chairs | 3 | 4 | 5 | Ergonomically designed w/strong back support, must be adjustable, classroom set |
| Teacher computer | 1 | 1 | 1 | See Technology Standards |
| Teacher computer station | 1 | 1 | 1 | Minimum of 30" x 43" per station, keyboard height 26"-28" |
| Teacher posture chair | 1 | 1 | 1 | Ergonomically designed w/strong back support, must be adjustable |
| Teacher laser printer | 1 | 1 | 1 | |
| Digital camera | 1 | 1 | 1 | |
| Display case | 1 | 1 | 1 | |
| Laser printer | 1 | 1 | 1 | |
| LCD projector | 1 | 1 | 1 | Minimum 1,000 ANSI lumens |
| Media cart | 1 | 1 | 1 | |
| Scanner | 1 | 1 | 1 | |
| TV | 1 | 1 | 1 | Minimum 27" screen |
| VCR/DVD player | 1 | 1 | 1 | |
| Filing cabinets | 2 | 2 | 2 | 4-drawer, lockable |

Career & Technical Education